

**AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**DISTRICT II ADVISORY COMMITTEE**  
**REGULAR SESSION TUESDAY, AUGUST 1, 2006**  
**6:00 P.M.**  
**LOWER KEYS CHAMBER OF COMMERCE**

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. AGENDA**
  - 1. Additions To and Approval of the Agenda/Bulk Items
- D. APPROVAL OF THE MINUTES**
  - 1. June 6, 2006 Regular Meeting Minutes
  - 2. May 23, 2006 TDC Meeting Minutes - FYI
- E. BUDGET:**
  - 1. FY 2006 Budget
  - 2. Three Penny Revenue Report
- F. DISTRICT II PUBLIC RELATIONS:**
  - 1. Monthly Report from SNA
- G. DISTRICT II ADVERTISING:**
  - 1. Advertising Update
- H. MARKET RESEARCH:**
  - 1. Smith Travel Research Report – FYI
- I. CHAMBER REPORT:**
  - 1. Visitor Information Services Report – FYI
- J. WEBSITE:**
  - 1. FloridaKeys.Com – FYI
- K. OLD BUSINESS:**
- L. NEW BUSINESS:**
  - 1. Update: Umbrella Reports
  - 2. Discussion re: Resolution re: Vandenberg Project
  - 3. Update of July 11, 2006 TDC Meeting
- M. GENERAL DISCUSSION**
- N. ADJOURNMENT**

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 296-1552 OR 1-800 648-5510.**